

**POINT OF VIEW:**

# **INTENTIONAL INTEGRITY**

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# I

Intentional Integrity says that we have

1. Clearly understood what 'specification of outcomes' we are seeking to make happen.
2. Designed all the 'enabling models' necessary to make those outcomes happen.

Both these are easier said than done.

## II

Specification of outcomes are not worked upon primarily because they force us to re-evaluate our current thought process most of the time.

- Outcomes have the habit of being 'at odds' with each other - especially as we go deeper into them - until they resolve into a larger whole.
- Further outcomes imply that our pet 'methods' and preferred competencies are relentlessly questioned by the very act of articulating the outcomes.

### III

Designing all the enabling models are also difficult, because this implies that

- we need to think-through what enablement does an outcome need - completely and wholly.
- we need to work through the cost and effect (discounting the joy; of course) of innovation and redesign – especially when we are talking ‘financial goals’ most of the time.

## IV

In other words, Intentional Integrity means we have the intellectual character to think through the client success vision completely in terms of what is needed to make it happen.

## V

I use the term intellectual character, because it means being willing to put one's own cherished notions at the altar of client fulfillment.

## VI

'Intentional integrity' is a leadership process.